

I. CLAIM AMENDMENTS

1. (cancelled)

2. (previously presented) A method of controlling the outputting of mass medium program material at a subscriber station, said subscriber station including an output device, a memory, a receiver, and a processor, wherein said output device is capable of presenting mass medium program material, said receiver has a signal output coupled as an input to the processor, said processor has an output operatively connected to a control input of said memory, and said memory is operatively connected to said output device for communicating mass medium program material to said output device, said method comprising the steps of:

storing mass medium program material and subscriber data, said subscriber data designating a subject of interest of a subscriber;

receiving an instruct-to-generate signal;

generating a schedule by processing said subscriber data in response to said instruct-to-generate signal;

controlling said memory to communicate said mass medium program material to said output device in accordance with said schedule; and

presenting said communicated mass medium program material at said output device.

3. (previously presented) A method of communicating subscriber station information from a subscriber station to at least one remote station, said method comprising the steps of:

(1) storing subscriber data at a subscriber station;

(2) receiving at said subscriber station at least one instruct signal which is used to generate a schedule and output mass medium program material in accordance with said schedule;

(3) generating subscriber specific data, said generating at said subscriber station directed by instructions from said at least one instruct signal;

(4) receiving one of a viewer's and a participant's response to a mass medium presentation at said subscriber station, said mass medium presentation including said mass medium program material; and

(5) transferring said subscriber specific data from said subscriber station to at least one remote station based on said step of receiving.

4-6. (cancelled)

7. (currently amended) A method for information delivery for use with an interactive image output apparatus, said interactive image output apparatus having at least one output device for outputting said information and an input device for receiving input from a subscriber, said method comprising the steps of:

outputting a presentation that explains at least one receiver specific datum, said presentation including a first sequence of images;

making an offer during said step of outputting with respect to said information;

receiving input from said subscriber at said input device in response to said offer, said interactive image output apparatus having a transmitter for communicating data to a remote site;

communicating said data to said remote site, said interactive mass medium output apparatus and said remote site comprising a network having a plurality of transmitter stations;

one of generating and assembling, in said network, at least one message which operates at said interactive image output apparatus to generate a schedule and to output a second sequence of images in accordance with said schedule, said interactive image output apparatus having a receiver for receiving a signal from ~~said~~ a remote station; and delivering said information to said at least one output device based on said at least one message.

8. (previously presented) The method of claim 2, wherein said mass medium program material includes at least one of video and audio and said subscriber station further includes a switch operatively connected to said receiver, said method further comprising the steps of:

receiving a signal from a remote station, said signal including said at least one of video and audio; and

controlling said switch to communicate said signal to one of said memory and said processor.

9. (cancelled)

10. (previously presented) The method of claim 2, further comprising the steps of:

analyzing said subscriber data to value information included in said mass medium program material;

selecting at least a portion of said mass medium program material based on said step of analyzing; and

communicating said selected portion of said mass medium program material to said memory.

11. (previously presented) The method of claim 2, wherein said instruct-to-generate signal designates a plurality of units of said mass medium program material, and said memory includes a plurality of memory locations, said method further comprising the step of:

communicating selected portions of said mass medium program material to at least one specific memory location of said plurality of memory locations.

12. (previously presented) The method of claim 2, wherein said step of controlling said memory to communicate said mass medium program material is commenced in response to an output control signal, said method further comprising the step of:

detecting said output control signal in an information transmission communicated from a remote transmitter station.

13. (cancelled)

14. (previously presented) The method of claim 2, further comprising the steps of:

storing a module at said subscriber station in response to said instruct-to-generate signal; and

inputting to a remote station data of subscriber choice in accordance with said module, said data of subscriber choice communicating a response by said subscriber to a combined medium presentation including said communicated mass medium program material.

15. (cancelled)

16. (currently amended) The method of claim 2, wherein said output device is capable of outputting television programming and said subscriber station presents at least a portion of said mass medium program material at said output device ~~one of~~ ~~simultaneously and sequentially~~ with said television programming, said method further comprising the steps of:

receiving from one of a remote broadcast and a cablecast transmitter station an information transmission including channels of programming, said information transmission including said television programming and said instruct-to-generate signal;

communicating said television programming from said receiver to said output device;

detecting a plurality of instruct signal types in a code portion of said information transmission, said instruct-to-generate signal being of a first instruct signal type;

communicating said instruct-to-generate signal to said processor; and

controlling said memory to store and output said mass medium program material based on one or more signals of a second instruct signal type.

17. (cancelled)

18. (currently amended) The method of claim 3, further comprising the steps of:
storing a software module at said subscriber station;
executing said software module in response to said at least one instruct signal;
accessing said stored subscriber data under control of said software module; and
storing at least one of meter information and monitor information evidencing processing of said software module, said at least one of said meter information and said monitor information is communicated to ~~said at least one~~ a remote station site.

19-25. (cancelled)

26. (previously presented) A method of controlling the outputting of mass medium program materials at a subscriber station in a broadcast or cablecast distribution system, said broadcast or cablecast distribution system having a transmitter station and one or more subscriber stations, each of said one or more subscriber stations including a receiver, a processor, and an output device, said broadcast or cablecast distribution system having a computer for storing data and controlling communication of mass medium program materials, said method comprising the steps of:

storing mass medium program material and a subscriber datum, said subscriber datum designating a subject of interest to a subscriber;

detecting a control signal, said control signal designating a unit of mass medium program material;

selecting said subscriber datum in response to said control signal;

generating at least some of a schedule by processing said selected subscriber datum in response to said control signal, said generated at least some of a schedule including at least one of the group of:

(1) a time to communicate said designated unit of mass medium program material;

(2) a device from which to communicate said designated unit of mass medium program material; and

(3) a device to which to communicate said designated unit of mass medium program material;

communicating said designated unit of mass medium program material at said one or more subscriber stations under processor control based on said schedule; and

outputting said communicated unit of mass medium program material at said one or more subscriber stations.

27. (previously presented) The method of claim 26, wherein said unit of designated mass medium program material includes at least one of video and audio and said step of communicating includes:

tuning the receiver at said subscriber station to receive said at least one of video and audio; and

controlling a selective transmission device at said subscriber station to communicate said at least one of video and audio to the output device at said subscriber station.

28. (currently amended) The method of claim 26, wherein an information transmission including said mass medium program material includes a second control signal and said step of communicating includes:

outputting at at least one of the receiver and a first memory at said subscriber station to at least one of the output device at said subscriber station and a second memory based on said second control signal.

29. (previously presented) The method of claim 26, wherein said step of communicating said designated unit of mass medium program material under processor control includes controlling a storage device at said subscriber station to play said designated unit of mass medium program material according to said schedule, said method further comprising the steps of:

tuning a receiver in said broadcast or cablecast distribution system to receive said designated unit of mass medium program material;

communicating said designated unit of mass medium program material to a specific memory location in said broadcast or cablecast distribution system; and

controlling said storage device to store said designated unit of mass medium program material.

30. (previously presented) The method of claim 26, wherein said subscriber station includes at least one of (1) a plurality of storage devices and (2) a plurality of memory locations and said step of communicating includes organizing programming stored at said subscriber station to play according to said schedule, said programming including said designated unit of mass medium program material.

31-32. (cancelled)

33. (previously presented) The method of claim 26, wherein said stored subscriber datum is at least part of a subscriber budget, analysis, recommended plan, or solution to a problem, said method further comprising the steps of:

analyzing said stored subscriber datum to value information received in said broadcast or cablecast distribution system; and

selecting said designated unit of mass medium program material based on said step of analyzing.

34-35. (cancelled)

36. (previously presented) The method of claim 26, further comprising the steps of:

storing a module at said subscriber station in response to said control signal; and
communicating one or more data of subscriber choice to a remote station in accordance with said module, said one or more data of subscriber choice input by said subscriber in response to a combined medium programming presentation which includes said designated unit of mass medium program material.

37-46. (cancelled)